

CURRICULUM VITAE

Full name: Sarianna Maarit LUNDAN

Date of birth: 3 May 1968

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EDUCATION

PhD (International Business), Rutgers University, Newark, New Jersey, USA, May 1996

MBA, Rutgers University, Newark, New Jersey, USA, May 1996

BS (Finance), Rutgers College, New Brunswick, New Jersey, USA, May 1990

ACADEMIC POSITIONS

ETLA, the Research institute of the Finnish Economy, Helsinki, Finland
Associate Research Fellow (2007-Present)

Maastricht University, The Netherlands, Faculty of Economics and Business Administration
Associate Professor (November 1999-Present)
Assistant Professor (January-October 1999)

University of Reading, England, Department of Economics
Lecturer (August 1996-December 1998)

Rutgers University, Newark, New Jersey, USA
Graduate Fellow (Fall 1994 - Spring 1996)
Research Assistant (Fall 1993 - Spring 1994)
Teaching Assistant (Fall 1991 - Spring 1993)

ACADEMIC HONOURS AND PRIZES

Appointed Fellow of the European International Business Academy (EIBA) 2009

Senior Research Prize, Department of Strategy & Organisation, Maastricht University 2008

Yrjö Jahansson Foundation, Helsinki, Finland, grant for doctoral study 1992-1996

Henry Rutgers Scholar 1989-1990, support for research for an honours thesis

PUBLICATIONS

Books

Multinational Enterprises and the Global Economy, second edition (with John Dunning), Cheltenham: Edward Elgar, 2008.

Multinationals, Environment and Global Competition (ed.), Oxford: JAI (Elsevier), 2004, Research in Global Strategic Management, Volume 9, series editor Alan Rugman.

Network Knowledge in International Business, (ed.), Cheltenham: Edward Elgar, 2002, New Horizons in International Business, series editor Peter Buckley.

Journal articles

‘An evolutionary approach to understanding international business activity’ (with John Cantwell and John Dunning), *Journal of International Business Studies*, (forthcoming).

‘The institutional origins and evolution of dynamic capabilities in multinational enterprises’ (with John Dunning), *Industrial and Corporate Change*, 18(forthcoming), 2009.

‘The internationalization of corporate R&D: A review of the evidence and some policy implications’ (with John Dunning), *Review of Policy Research*, 26(1-2):1-21, 2009.

‘Institutions and the OLI paradigm of the multinational enterprise’ (with John Dunning), *Asia Pacific Journal of Management*, 25(4), 573-593, 2008.

‘Reinvested earnings as a component of FDI: An analytical review of the determinants of reinvestment’, *Transnational Corporations*, 15(3), 33-64, 2006.

‘The geographical sources of competitiveness and multinational financial performance’ (with John Dunning), *Global Economy Quarterly* 2(3): 165-188, 2001. (now *Global Economy Journal*)

‘Alliances, acquisitions and multinational advantage’ (with John Hagedoorn), *International Journal of the Economics of Business*, 8(2): 229-242, 2001.

‘The ‘Commonwealth effect’ and the process of internationalization’ (with Geoffrey Jones), *World Economy*, 24(1): 99-118, 2001.

‘Explaining international differences in economic institutions: A critique of the ‘national business system’ as an analytical tool’ (with Mark Casson), *International Studies of Management & Organization*, 29(2): 25-42, 1999.

‘The geographical sources of competitiveness of multinational enterprises: An econometric analysis’, (with John Dunning), *International Business Review*, 7(2): 115-133, 1998.

‘Foreign direct investment in Japan and the United States: A comparative analysis’ (with John Dunning), *International Trade Journal*, 11(2): 187-220, 1997.

‘Nationhood, the GATT ideal and a workable international trading system’, (with H. Peter Gray), *Banca Nazionale del Lavoro Quarterly Review*, No. 188, pp. 99-114, 1994.

‘Japanese multinationals and the stability of the GATT system’, (with H. Peter Gray), *International Trade Journal*, 7(6): 635-653, 1993.

Chapters in books

‘The changing political economy of foreign investment: Finding a balance between hard and soft forms of regulation’ (with John Dunning) in Alvarez, José E., Karl P. Sauvant, & Kamil Gérard Ahmed (eds.) *The Evolving International Investment Regime: Expectations, Realities, Options*. New York: Oxford University Press, 2010. (forthcoming)

‘The MNE as a creator, fashioner and respondent to institutional change’ (with John Dunning) in Simon Collinson & Glenn Morgan (eds.) *Images of the Multinational Firm*, pp. 93-115, Oxford: Wiley, 2009.

‘Environmental policy and institutional transparency in Europe’ (with Thomas Brewer) in Lars Oxelheim (ed.) *Corporate and Institutional Transparency for Economic Growth in Europe*, pp. 93-116, Oxford: Elsevier, 2006.

‘Multinationals, NGOs and regulation: Greenpeace and the global phase-out of chlorine bleaching’ in Sarianna M. Lundan (ed.) *Multinationals, Environment and Global Competition*, pp. 147-170, Oxford: JAI (Elsevier), 2004.

‘Multinationals, environment and global competition: A conceptual framework’ in Sarianna M. Lundan (ed.) *Multinationals, Environment and Global Competition*, pp. 1-22, Oxford: JAI (Elsevier), 2004.

‘The role of environmental issues in the competition for inward investment within Europe’ in Pervez Ghauri and Lars Oxelheim (eds.), *European Union and the Race for Foreign Direct Investment in Europe*, pp. 107-127, Oxford: Elsevier, 2003.

‘Technology, productivity and structural change’ in Pier Carlo Padoan, Paul A. Brenton & Gavin Boyd (eds.), *Structural Foundations of International Finance: Problems of Growth and Stability*, pp. 127-142, Cheltenham: Edward Elgar, 2003.

‘Alliance capitalism in Europe’ in John H. Dunning and Gavin Boyd (eds.), *Alliance Capitalism and Corporate Management: Entrepreneurial Collaboration in Knowledge Based Economies*, pp. 171-191, Cheltenham: Edward Elgar, 2003.

‘Institutions, exclusivity and foreign investment’ in H. Peter Gray (ed.) *Extending the Eclectic Paradigm in International Business*, pp. 93-106, Cheltenham: Edward Elgar, 2003.

‘Strategic technology alliances: Trends and patterns since the early eighties’ (with John Hagedoorn) in Anne Plunket, Colette Voisin & Bertrand Bellon (eds.) *The Dynamics of Industrial Collaboration*, pp. 88-101, Cheltenham: Edward Elgar, 2001.

‘Multinational strategy and the evolution of environmental standards in the global economy’ in Rajneesh Narula (ed.) *Trade and Investment in a Globalising World*, pp. 185-198, Oxford: Pergamon, 2001.

'Environmental standards and multinational competitiveness: A public policy proposal' in Khosrow Fatemi (ed.) *International Public Policy and Regionalism at the Turn of the Century*, pp. 30-44, Oxford: Pergamon, 2001.

'Methodological issues in international business' in Mark Casson *Economics of International Business: A New Research Agenda*, pp. 278-308, Cheltenham: Edward Elgar, 2000.

'The importance of intra-firm trade', (with H. Peter Gray), in Mordechai Kreinin (Ed.), *The Political Economy of International Commercial Policy: Issues for the 1990's*, pp.181-189, London: Taylor and Francis, 1993.

Other publications

'Institutions and the OLI paradigm of the multinational enterprise' (with John Dunning) in John Dunning (ed.) *New Challenges for International Business Research: Back to the Future*. Cheltenham: Edward Elgar, 2010. (reprint)

'Distance-related barriers and the internationalisation of Finnish MNEs', Helsinki: The Research Institute of the Finnish Economy (ETLA) Discussion Papers No 1193, 2009.

'T&K toiminnan globaali sijoittuminen - katsaus aiempaan kirjallisuuteen', in Jyrki Ali-Yrkkö (Ed.), *Yritysten tutkimustoiminta kansainvälistyy - Mitä jää Suomeen?* Helsinki: ETLA (B235), 2009.

Regional and Global Patterns of Internationalisation of Finnish MNEs (with Juha Tolvanen). Helsinki: The Research Institute of the Finnish Economy (ETLA) Discussion Papers No 1170, 2008.

Yritysten kansainvälistymisen vaikutukset kotimaan talouteen ja työllisyyteen - katsaus kirjallisuuteen (with Annu Kotiranta and Pekka Ylä-Anttila). Helsinki: The Research Institute of the Finnish Economy (ETLA) Discussion Papers No 1154, 2008.

The home country effects of internationalisation. Helsinki: The Research Institute of the Finnish Economy (ETLA) Discussion Papers No 1100, 2007.

Competitiveness and Industrial Policy in Northern Ireland (with John Dunning & Edward Bannerman), Research Monograph Series No. 5, Belfast: Northern Ireland Economic Council, 1998.

'Recent foreign direct investment in Japan and the United States' (with John Dunning) in John Dunning (ed.) *Alliance Capitalism and Global Business*, pp. 305-326, New York: Routledge, 1997. (reprint)

'Nazionalità, modello ideale del GATT e un possibile sistema di commercio internazionale', (with H. Peter Gray), *Moneta e Credito*, No. 186, pp. 185-202, 1994. (reprint)

The Future of the Multinational Company (Birkinshaw, Ghoshal, Markides, Stopford & Yip, eds.), book review, *Transnational Corporations*, 13(1): 183-187, 2004.

Business Strategy and National Culture: US and Asia Pacific Microcomputer Multinationals in Europe (Tsang), book review, *Business History*, 45(4): 126-127, 2003.

REVIEWING

Member of the Editorial Board of the Multinational Business Review

Member of the European Science Foundation reviewer pool 2009-2010

Ad hoc reviewer for:

Business & Society

International Business Review

Journal of Business Venturing

Journal of International Business Studies

Journal of International Management

Journal of Management Studies

Journal of Politics

Management International Review

Transnational Corporations

World Development

CONFERENCE PRESENTATIONS

‘An evolutionary approach to understanding international business activity: The co-evolution of MNEs and the institutional environment’, competitive paper presented at the Academy of International Business (AIB), San Diego, June 2009.

‘Seasons of a Scholar: A Tribute in Memory of John H. Dunning’, plenary panel presentation at the Academy of International Business (AIB), San Diego, June 2009.

‘Disseminating thought leadership on Managing the Flat versus Spiky World: The case for "New Generation" IB textbooks’, panel presentation at the Academy of International Business (AIB), San Diego, June 2009.

‘Images of the Multinational Firm’, panel presentation at the Academy of International Business (AIB), San Diego, June 2009.

‘The institutional origins of dynamic capabilities in multinational enterprises’, competitive paper presented at the European International Business Academy (EIBA), Tallinn, Estonia, December 2008.

‘The eclectic paradigm as an envelope for internalization theory and the capabilities lens’, panel presentation at the Academy of International Business (AIB), Milan, July 2008.

‘The institutional origins of dynamic capabilities in multinational enterprises’, competitive paper presented at the Academy of International Business (AIB), Milan, July 2008.

‘MNEs and the Global Economy: Continuity and Change’, plenary keynote contribution, European International Business Academy (EIBA), Catania, Italy, December 2007.

‘Reinvested earnings as a form of foreign direct investment: Evaluating the determinants of affiliate reinvestment’ competitive paper presented at the European International Business Academy (EIBA), Catania, Italy, December 2007.

‘The MNE as a creator, fashioner and respondent to institutional change’ (with John Dunning) competitive paper presented at the European International Business Academy (EIBA), Fribourg, Switzerland, December 2006.

‘The role of reinvested earnings in foreign direct investment: A conceptual model of the determinants of affiliate reinvestment’ competitive paper presented at the Academy of International Business (AIB), Beijing, July 2006.

‘How stable is the dominant position of large companies? Technological and societal discontinuities in the pharmaceutical industry’ (with Nadine Roijakkers) competitive paper presented at the Academy of International Business (AIB), Quebec City, July 2005.

‘Foreign direct investment and environmental standards: The market for lemons in Central and Eastern Europe’ competitive paper presented at the European International Business Academy (EIBA), Ljubljana, Slovenia, December 2004.

‘The role of reinvested earnings in foreign direct investment: Implications of contrasting patterns between the United States and Europe’ competitive paper presented at the Academy of International Business (AIB), Stockholm, July 2004.

‘Knowledge-seeking foreign investment, clustering and retained earnings’ workshop paper presented at the Academy of International Business (AIB), Monterey, California, July 2003.

‘Multinationals, environment and global competition’ symposium presentation at the International Association for Business and Society (IABS), Rotterdam, the Netherlands, June 2003.

‘The role of environmental issues in the competition for inward investment within the EU’ paper presented at the International Trade and Finance Association (IT&FA), Vaasa, Finland, May 2003.

‘Technology, clustering and foreign investment’ competitive paper presented at the European International Business Academy (EIBA), Athens, Greece, December 2002.

‘Institutions, exclusivity and foreign investment’, competitive paper presented at the Academy of International Business (AIB), San Juan, Puerto Rico, June 2002.

‘Institutions, exclusivity and foreign investment’, competitive paper presented at the European International Business Academy (EIBA), Paris, December 2001.

‘Multinationals, NGOs and environmental regulation’ workshop paper presented at the Academy of International Business (AIB), Sydney, November 2001.

‘The geographical sources of competitiveness and multinational financial performance’ (with J.H. Dunning), Proceedings of the International Trade and Finance Association (IT&FA), Washington, DC, May 2001.

‘Multinational environmental standards and increasing globalization: Does the ‘race to the top’ require a referee?’ paper presented at a symposium entitled ‘Multinational Corporations Face

Global Environmental Issues: Corporate Strategies for Emerging Governance Structures' at the Academy of Management, Chicago, August 1999.

'Multinationals, environmental standards and global competition: What is the domain of environmental policy in an integrated world economy?', Proceedings of the International Trade and Finance Association (IT&FA), Casablanca, May 1999.

'The 'Commonwealth effect' and the process of internationalization' (with Geoffrey Jones), competitive paper presented at the Academy of International Business (AIB), Vienna, October 1998.

'The Commonwealth as a trade and investment network', Proceedings of the Academy of International Business (AIB-UK), City University Business School, London, April 1998.

'Globalisation and the harmonization of environmental standards within the EU', Proceedings of the European Environment Conference, Leeds, September 1997.

'The benefits and costs of market-driven signals to guide environmental investment: The case of the pulp and paper industry', Proceedings of the Business Strategy and the Environment Conference, Leeds, September 1997.

Panel member in a symposium entitled 'Seeing 20/20: Casting the Academy's Environmental Research Agenda into the Next Millennium', Academy of Management, Boston, August 1997.

'The geographical sources of competitiveness of multinational enterprises: An econometric analysis', (with John H. Dunning), Proceedings of the International Trade and Finance Association (IT&FA), Porto, Portugal, May 1997.

'Global competition, local regulations: Internationalization and environmental strategy in the pulp and paper industry', presented in a showcase symposium, Academy of Management, Cincinnati, August 1996.

'Is there a case for the harmonization of environmental regulations? The Scandinavian pulp and paper industry in the European Union', Proceedings of the European International Business Academy (EIBA), Urbino, Italy, December 1995.

'Internationalization and environmental strategy in the pulp and paper industry', paper presented at the Greening of Industry Network, Toronto, November 1995.

'Foreign direct investment in Japan and the United States: A comparative analysis', (with J.H. Dunning), Proceedings of the International Trade and Finance Association (IT&FA), San José, Costa Rica, May 1995.

'Tighter environmental standards as a learning opportunity - Revisiting the pollution haven hypothesis', paper presented at the Society for the Advancement of Socio-Economics (SASE), Washington D.C., April 1995.

'Japanese multinationals and the stability of the GATT system' (with H. Peter Gray), Proceedings of the International Trade and Finance Association (IT&FA), Miami, May 1993.

INVITED PRESENTATIONS

‘The second unbundling and the experience of Finnish MNEs’, workshop on European regionalism organised by the NCCR Trade-Regulation of the World Trade Institute, Geneva, November 2008.

‘An institutional and evolutionary perspective on multinational enterprises’, research seminar at the University of Edinburgh, September 2008.

‘The institutional origins of dynamic capabilities in multinational enterprises’, research seminar at the Helsinki School of Economics, August 2008.

‘The institutional origins and evolution of dynamic capabilities in multinational enterprises’ paper presented at a conference on Dynamic Capabilities and Beyond, Graduate School of Management, St. Petersburg State University, Russia, December 2007.

‘The future of the international investment law and policy system’ panel discussion at the Second Columbia International Investment Conference, Columbia Law School and the Earth Institute, New York, October 2007.

‘Geography of innovation in the global digital economy: How is knowledge is created within MNEs and how is it transferred across borders?’, Berkeley Roundtable on the International Economy (BRIE)-ETLA Collaborative Workshop, Helsinki, Finland, June 2006.

‘Internal and external sources of innovation in the pharmaceutical industry: The changing role of established firms and their biotechnology partners’, Ecis research seminar, Eindhoven University of Technology, The Netherlands, October 2005.

‘Environmental policy and institutional transparency in Europe’ paper presented at a conference on Corporate and Institutional Transparency for Economic Growth in Europe, Trolleholm Castle, Sweden, March 2005.

‘Foreign direct investment, clustering and retained earnings’, research seminar at the University of Lancaster, UK, May 2003.

‘The role of environmental issues in the competition for inward investment within Europe’ paper presented at a conference on European Union and the Race for Foreign Direct Investment in Europe, Södertuna Castle, Sweden, February 2003.

‘Value creation and EU environmental policy’, panel discussion at a conference on European Integration in Swedish Economic Research, Mölle, Sweden, May 2002.

‘Technology, productivity and structural change’ paper presented at a conference on Structural Foundations of International Finance, Saint Mary’s University, Halifax, Canada, May 2002.

COURSES TAUGHT AND MANAGED

*International Business History (BSc International Business/International Business Economics), Maastricht University

*International Business Strategy (BSc International Business), Maastricht University

Strategic Management (BSc International Business), Maastricht University
Business Innovation (BSc International Business), Maastricht University
*International Business Strategy (Executive MBA), Maastricht University
Management in an Integrated European Context (MA International Business Studies),
Maastricht University
International Competitive Analysis and Strategy (MA International Business Studies),
Maastricht University
*International Management (MSc in International Management), University of Reading
*Culture and Management (MSc in International Management), University of Reading
European Management (MA in Economics), University of Reading
Case Studies in Strategic Management (BA in International Business Studies),
University of Reading
Economics of the Environment (BA in Economics), University of Reading
*Statistical Methods (BA in Economics), Rutgers University

**Responsibility for course design and management*

UNIVERSITY SERVICE

Member of the PhD graduating committee of Fabienne Fortanier
University of Amsterdam, 2008

Member of the PhD graduating committee of Viktoria Kravtsova
UNU-MERIT, Maastricht, 2007

Member of the PhD graduating committee of Geoffrey Gachino
UNU-MERIT, Maastricht, 2006

Member of the PhD graduating committee of Myriam Clodt
Maastricht University, 2005

Outside expert for a faculty appointment board, Helsinki School of Economics, Finland, 2009

Outside expert for a faculty promotion review board, Skidmore College, New York, 2008

Outside expert for a faculty promotion review board, University of Manchester, 2008

Outside expert for a faculty tenure review board, University of Boston, 2004

Coordinator of the Strategy major for all BSc programs at Maastricht University

Member of the promotion and recruitment team for the BSc program in International Business

Organiser of the European International Business Academy (EIBA) conference in Maastricht,
December 2000

- *Shared budget responsibility (300 conference participants)*
- *Responsibility for attracting external financing*
- *Responsibility for the review process and the academic program*

CONSULTING AND CONTRACT RESEARCH

Expert at the Global Seminar for the *World Investment Report 2009*, UNCTAD, Geneva, May
18-19, 2009.

Member of expert group on measuring the impacts of FDI in connection with the Investment
Policy Reviews, UNCTAD, Geneva, December 9-10, 2008.

Lecture on multinational enterprises in connection with the UNU-MERIT project on the Design and Evaluation of Innovation Policies in Developing Countries, Maastricht, November 10-14, 2008.

Provision of materials and expert commentary for the UNCTAD Division on Investment, Technology and Enterprise Development in preparation of the *World Investment Report 2006*.

Advisor for a pilot project on E-commerce and Competitiveness conducted by the Commonwealth Policy Studies Unit at the School of Advanced Study, University of London and funded by the Commonwealth Secretariat and the Commonwealth Business Council, 2002-2003.

Principal investigator on a project on Trade and Investment in the Commonwealth funded by the Commonwealth Secretariat, London:

‘Trade and investment within the Commonwealth: Assessing the importance of the Commonwealth Factor’ a background paper prepared for the meeting of the Commonwealth Finance Ministers, Ottawa, 29 September - 1 October, 1998.

‘The Commonwealth factor’, a presentation at the inaugural meeting of the Commonwealth Business Council, London, 20-21 April, 1998.

First stage report ‘Trade and Investment in the Commonwealth’ submitted to the Commonwealth Heads of Government Meeting, Edinburgh, 24-27 October 1997.

Research Associate at the Economists Advisory Group (EAG) Ltd, London, for projects on automotive investment in Brazil and economic competitiveness in Northern Ireland, 1996-1998.

Member of expert group on environmental management for UNCTAD in preparation for the *World Investment Report 1999*, Geneva, June 22-23, 1999.

Member of expert group in a joint Copenhagen Business School / UNCTAD research project on Cross-border Environmental Management in Transnational Corporations, Copenhagen, October 27, 1997.